**BÁO CÁO TOÀN VĂN**

**HỘI THẢO QUỐC TẾ NGHIÊN CỨU LIÊN NGÀNH VỀ**

**NGÔN NGỮ VÀ GIẢNG DẠY NGÔN NGỮ LẦN THỨ V**

**(Huế, 30-31/10/2020)**

|  |  |
| --- | --- |
| **Tên bài báo cáo:** | ENGLISH-VIETNAMESE ADVERTISING SLOGANS’ TRANSLATION TECHNIQUES |
| **Họ tên đầy đủ của tác giả:** | **LN6.23** |
| **Lĩnh vực** | **Biên-Phiên dịch và đào tạo Biên-Phiên dịch** |

**ENGLISH-VIETNAMESE ADVERTISING SLOGANS’ TRANSLATION TECHNIQUES**

**Phan Thị Thanh Thảo**

Department of English, University of Foreign Languages, Hue University

**Abstract**

Advertising slogans is regarded as an essential part of communication which significantly affects the customers’ products feeling and purchasing attitudes. Due to the increasing number of English advertising slogans of various commercial companies in Vietnam, their translation requires both professional translation techniques and profound knowledge of culture, society and language. This paper presents the language features of advertising slogans and their translation strategies from English into Vietnamese. Qualitative and quantative approaches are applied in this study to analyze 250 English adverstising slogans which are rendered into Vietnamese in the Internet sources and translated by the researchers. In addition, the language features of adversting slogans and their translation challenges are shown. From the results obtained, we suggest some English-Vietnamese advertising slogans’ translation techniques in order to deal with challenges of translating English advertising slogans in particular and improve the translation industry in general.

**Từ khóa:** advertsing slogans, English-Vietnamese, translation techniques

**1. Introduction**

In the present commercial globalization, advertising has played a crucial role in the products’ introduction to both domestic and international markets in many countries all over the world. The increasing number of advertising slogans in English shows the global tendency of using English as an international language for business purposes. Hence, the adveristing slogans’ translation from English into many languages has become essential in the trade development of various nations worldwide. The English-Vietnamese translation of advertising slogans is not an exception, which is considered a vital mission to the success of business industry. In the translation industry, the advertising slogans’ translation requires other specific techniques or strategies which are different from those used in translating articles, newspapers, reports, contracts, and so on.

It is impossible to deny the importance of the advertising slogans’ translation from one language to another, which has not been taken into consideration by many linguists, translators, interpreters and translation experts in general. This results from the following issues. First, many linguists and translation experts (Lavinia, 2015) state that advertising slogans are the activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media, which have no need of academic studies on their translation. Howerver, the rapid development of the global business has provided us with a wide range of slogan types, which require the great concern of linguists, translators and interpreters. In fact, the advertising slogans’ translation should have been concerned more due to the above benefits.

Second, in Vietnam, the number of foreign products’ advertisments flooding into national adversiting market is increasing rapidly, requiring translators to have sufficient capacity, knowledge and translation techniques to meet the translation needs. If translators do not have enough language and cultural knowledge of both Vietnamese and English languages, it is difficult for them to undertake good translation work. Furthermore, the quality of advertising slogans’ translation has a great influence on the successes or failure of products’ purchasing in domestical and international regions. As a result, the translation work of adversitsing slogans should be taken into consideration.

Third, so far there have been few studies on methods or techniques to deal with the translating advertising slogans from English into Vietnamese. In fact, although some previous studies on advertising language in English and Vietnamese have been carried out for recent years such as “Strategies for translating English advertising slogans into Vietnamese: an analytical approach (Trieu, 2015), “An investigation into the translation of advertisement slogans from English to Vietnamese”(Luu, 2016), “An analysis on cultural elements in translation of English slogans into Vietnamese” (Nguyen, 2009), and “A study on translating English advertising slogans into Vietnamese” (Minh, 2018), there is a lack of adversiting slogans’ translation techniques or strategies.

For the reasons mentioned above, we have conducted this study on the issues of translating advertising slogans from English into Vietnamese to answer the following research questions:

1. What are the main language features of English advertising slogans?
2. What are the challenges of translating English advertising slogans into Vietnamese?
3. What are some suggested English-Vietnamese advertising slogans’ translation techniques?

This study has been conducted through the analysis of the translation of 250 advertisement slogans from English into Vietnamese, which were extracted from various weblinks such as: <https://fairygodboss.com/articles/famous-slogans>; <https://www.brandsandtags.com/101-best-slogans-list.html>; <https://www.examples.com/business/famous-company-taglines-slogans.html>; <https://advergize.com/advertising/40-best-advertising-slogans-modern-brands/> ([2], [3], [4], [5]), and so on.

The advertisement slogans’ translation has been analysed on the basis of the criteria of evaluating the manually translated versions’ quality, which will be introduced in the following sections. As a result, we proposed some translation strategies which have made a significant contribution to solve the problems or challenges related to the linguistic and cultural factors in the advertisement slogans’ translation from English into Vietnamese.

**2. Advertising slogans and English –Vietnamese advertising slogans’ translation issues**

**2.1. Advertising slogans**

**2.1.1.** Definition

Well (1992) defines that advertising is a form of non-personal communication paid by the sponsor using mass media and aims to persuade and influence the audience (viewers, listeners or readers) [1]. In addition, an advertisement often consists of a brand name, logo and slogan, among which slogan is considered as an important and attractive part of advertising. According to Oxford Advanced Learner’s Dictionary (2000), slogan is defined as a word or a catchy phrase to attract the attention of others or suggest an idea quickly; moreover, an adveristing slogan is not just a statement, it is designed to represent a feeling or an attitude that a brand wants to convey to the audiences to draw the customers’ feelings and influence their immediate reaction to a product or service, and then urge them to take an expected action.

In Lavinia’s opinion (2015), advertising consists of pictures, sets of words, short films which are intended to persuade people to buy a product or use a service, or they give information about different events or campaigns. Over the years, they have become an instrument to manipulate social values and attitudes, being less focused on the basic function of communicating information about goods and services.

Accoding to Ding Xiaosong (cited in Mona, 2016), an advertising slogan is a type of “ verbal logo” which appears beneath or next to the company’s symbol or brand name, so advertisers use advertising slogans to highlight the benefit that target customers can draw from the products and express the company’s speciality, promise and marketing situation.

In fact, slogan is considred as a tool to enhance the image and position of a company or a brand. Leech (1972) defines that a slogan is a phrase used by a company in its advertisments or marketing campaigns to reinforce the identity of the brand. Sharing this opinion, Christelle (2012) asserts that advertising works “like the signature of a company, it is most often the element through which the brand is remembered. In order to obtain the aims of attracting customers’ attention and promote the sale of a product or a service, slogans are often designed with specific features. According to Nemickiene (2013), a slogan gives us a catchy brief attention-getting phase used in advertising or promotion that expresses the essence of advertising and the attractiveness of the goods.

With the definitions given by linguistis presented above, it is revealed that advertising slogans often possess some specific features shown in the following section.

**2.1.2** **Features of English advertising slogans**

* + - 1. **Linguistic features**

According to Lavinia (2015), the advertisements’ aim is to transmit a message that is easy to understand and memorize, therefore advertising has created its own specific language that is distinguished from other kinds of texts. Leech (1983, as cited in Lavina, 2015) points out that there are 3 types of “linguistic unorthodoxy”: lexical (blend words, nonce words), semantic (personification, metaphor) and contextual (ambiguity).

First, in terms of lexical feature, the remarkable characteristics of advertising slogans are the neologism, which refers to the newly created words or phrases. For example, to advertise a new product of tea, a slogan has been designed “*You only get an ‘OO’ with Typhoo*”, the word “OO” is newly created or coined to refer to the brand “TYPHOO”. “*Betcha Can’t Eat Just One*” is one of the most well-known slogans/catchphrases which are referencing Lay’s potato chips, saying that they are so tasty you can’t eat just one. “Betcha”, i.e. “I bet you” is a coined word and is intentionally misspelt to be memorable. Actually, new words or phrases such as blend words, nonce words or compounds in slogans have been invented by imitation or free compounding to attract the recipients’ attention and meet their curiosity.

Second, concerning the semantic features, advertising slogan often uses simple and colloquial language in order to be effective. However, sometimes it uses hyperbole, metaphor. Metaphors not only describe the products but also transmit attitudes, ideas or concepts. Slogans rely on the connotative meaning and ambiguity of words, use puns, well-known phrases, idioms or sayings (e.g. Sunsilk slogan- *Life can’t wait*; Wrigley’s Doublemint Gum - *Double your pleasure, double your fun*.). Connotative meanings in slogans depend on the context. For example, the slogan for Google- *Don’t be evil*! has more connotative meanings. This phrase was never meant to be a declaration of human rights when it was coined by the former Googler, who had shady Internet business practices like spyware and spam in mind; however, this slogan has brought a warm and fuzzy glow which was too valuable to quit as it was dangerous for working at a IT company. Therefore, the contextual feature may occur due to the slogan’s ambiguity in this situation.

Third, regarding the syntactic characteristics, the sentence structure must be short, usually imperative or interrogative (e.g. Chevrolet- *Eye it. Try it. Buy it*; Apple computers- *Think different*), or even without a predicate (e.g. Kodak- *A virtual World of live pictures*, Chevrolet- *The Heartbeat of America*). Leech (1983, as cited in Lavinia, 2015) asserts that by dint of repetition, whether in a single commercial or a whole advertising campaign, the consumer may be brought to the point where the brand name and some catchy phrases are automatically associated with the others, so that the product is stored in his mind with a permanently attached label. In fact, the repetition of phrase/sentence structures in advertising slogans can enter everyday speech, creating a more familiar and friendly way of transmitting a message to customers.The slogan for Madza cars “*Zoom-Zoom*” or Campbell’s Soup’s slogan is “*M’m!M’m!Good*!”. These words are repeated to make the slogans be more easily remembered.

* + - 1. **Functional features**

In order to be an effective and successful advertising slogan, it must have the following characteristics:

- Being simple and memorable. According to Leech (1966: 71) (cited in Mona, 2016), effective advertising slogans are short, simple and well-known. Furthermore, Minh (2018) states that as a short phrase or sentence with simple structure, a slogan becomes easy for customers to remember and distinguish it from other slogans. For example, slogan of Apple is “*Think different*”, an imperative sentence with two simple words, but it is very impressive and easy to remember. Nike’s slogan is “*Just do it*”, which makes the customers eager to try its products. In fact, simplicity can help the recipients easily understand the message contained in each advertising slogan without contextual knowledge.

- Being short and straight to the point. In general, the majority of advertising slogans are short to reflect the identity of a brand, even its goals and vision; therefore, it must show its aims clearly and focused messages to the target customers. Here are some examples of Pepsi’s slogans in different years: *Join the Pepsi people* (1973), *Have a Pepsi day*! (1975), *Pepsi’s now* (1983), *Ask more* (1999), and *More happy* (2007). In other words, they use simple words and short sentences/phrases to create a great impression of the famous soft drink on customers.

- Having functions of appealing and inspiring the audiences and customers. The main purpose of designing an advertising slogan is to attract the potential customers’ attention in many ways. Using the humorous side of puns can make advertisements achieve their goal: to entertain the public and thus to gain its confidence. Goddard (1998, p.21, as cited in Lavinia, 2015) points out that “by offering an amusing pun, the advertiser provides his audience with the desired entertainment, and thus makes them feel congenital towards the product which he is promoting”. The advertiser aims to draw and to hold the public’s attention, to make the public more receptive, but also to make the slogan easy to memorize. In the slogan for LG, *Life’s good* refers to the initial character “L” and “G”. This is simple to understand and has good meaning.

* + 1. **Challenges of advertising slogans’ translation** 
       1. **Ambiguity**

One of the challenges of advertising slogans’ translation relates to ambiguity. There are a variety of slogans’ ambiguities which result from the connotative meanings of words, phrases, puns or wordplays, figurative language and syntactic structures. First, the ambiguity of connotative meanings may occur when the advertising slogan contains more than one sense of meaning called dual. For example, the slogan of Kit Kat Chocolate is “*Have a break, have a Kit Kat*”. In this slogan, the word “break” is considered itself as a case of polysemy of dual meanings: breaking the chocolate or break from the activity. Two different meanings of the word “break” refer to different words in Vietnamese “bẻ gãy” (make something broken) or “nghỉ ngơi” (have a rest). Nevertheless, there is no equivalence of the dual-meaning word in Vietnamese, it becomes challenging for translators to convey the message from the source language to the target language.

Second, a large number of puns or wordplays in advertising slogans make the slogans more attractive, interesting, but ambiguous. For example, Max Factor’s slogan- *The make up of make up artists*, is rather ambiguous for the readers. The word “make up” is used with two meanings: One meaning of the word makeup (cosmetics applied especially to the face) is clear in the context, while the first word of the slogan can be read with the other meaning (the makeup of a group or team which is the combination of the people that are in it) (Lavinia, 2015). Another example in the CK Jeans’ slogan - *Be good, be bad, be yourself*, is designed with the word “be” repeated three times. The ambiguous formulation can have several interpretations. If it is translated word-by-word into Vietnamese as an imperative sentence “Hãy tốt, hãy xấu, hãy là chính mình”, it makes no sense; therefore, it should be paraphrased as a sentence with concession clause “despite being good or bad, be yourself” (dù tốt hay xấu, hãy là chính mình!).

* + - 1. **Neologism**

The neologism referring to new words or expression newly created or an old word with the new and unfamiliar meanings may cause a challenge of slogan’s untranslability (Minh, 2018). According to Pinker (1999) (cited in Mona, 2016), language is always constantly changing, especially in our modern time, its change has occurred most rapidly than ever. The slogan of The U.S. Marine Corps is “*Semper Fi*”, which originates from Latin language “semper fidelis”, i.e. being always loyal. Another example of slogans which is untranslatable is due to its trick of coining words. Perrier water’s slogan is Aphreaudisiac, which is unique because of this word’s strange spelling. In English, the word pronounced similarly to this slogan is aphrodisiac, a kind of drug or food and drink that stimulates sexual desire. It is challenging to translate this slogan from English into Vietnamese.

* + - 1. **Cultural barriers**

Lavinia (2015) states that advertisements always carry a cultural message, ideas, concepts, and beliefs of a country; therefore, the translator must first understand the meaning of the culture-bound elements of the source text and then transpose those elements in the target text. In fact, cultural factors are one of the reasons leading to the untranslatability challenges for translators and interpretors since the elements in the source culture do not have an equivalent in the target culture. Here are some examples of cultural problems in advertising slogans’ translation from English into other languages in Handi’s (2013) study:

*In the 1920s, when Coca-Cola was first translated phonetically into Chinese, the resultant phrase meant bite the wax tadpole. Coke finally marketed its product under an alternate phrase, which sounded less like Coca-Cola but carried the more appetizing meaning "can mouth, can happy." Pepsi too had problems with Chinese when their slogan Come Alive with the Pepsi (in Vietnamese: Sảng khoái cùng Pepsi), but it was translated for a Taiwanese billboard as: Pepsi brings your ancestors back from the dead (Pepsi mang tổ tiên của bạn sống lại từ nấm mồ).*

*KFC (formerly known as Kentucky Fried Chicken) found that its Finger-Lickin' Good slogan was translated into Chinese as the admonition Eat Your Fingers Off. Coca-Cola also had trouble in other markets. A few years ago, the jingle Have a Coke and a Smile was translated into French. Although the translation was technically correct, words are not always heard clearly when they are sung, and the song sounded like Have a Coke and a Mouse. Sometimes mistranslations are caused by circumstances beyond anyone's control. Wind caused an unfortunate alteration of a Coke skywriting ad in Cuba. The ad was supposed to read Tome Coca-Cola (Drink Coca-Cola), but the wind blurred the second letter, making the message Teme Coca-Cola (Fear Coca-Cola).*

The cultural diference between Western and Oriental cultures like English and Vietnamese is not an exception. Minh (2018) gave two examples of cultural untranslatability in the Pepsi’s slogans.

*Twice as much for a Nickel* (Pepsi 1950)

*More Bounce to the Ounce* (Pepsi 1958)

In these two examples, Vietnamese equivalents for the lexical items “Nickel”, “Bounce” and “Ounce” cannot be found. *Nickel* is defined as a kind of chemical elements and a US or Canadian coin worth five cents. In banking domain, *Bounce* is known as a check returned by a bank because it is not payable, usually due to insufficient funds. The word “Ounce” is given a definition by the Cambridge Dictionary as a unit of weight equal to 1/16 of a pound and containing 16 drams or 437.5 grains or a unit of volume or capacity used to measure liquids, equal to 1/16 of a pint and containing 8 fluid drams or 1.8 cubic inches. They are translated into Vietnmese as *đồng Nickel* (Nickel), *ao-xơ* (1 ounce= 28.35g) and *séc không thanh toán* (bounce), which are not acceptable in these slogans in Vietnamese. Therefore, it must be challenging in translating advertising slogans from English into Vietnamese due to the cultural barriers.

* 1. **English- Vietnamese advertising slogans’ translation strategies**

There have been many studies on advertising slogans’s translation (Hamlin, 2014; Handi, 2013;; Lavinia, 2015; Luu, 2016; Minh, 2018; Mona, 2016; Nguyen, 2009) in many nations in the world. As Leech (1996) says “translating advertising copy is like painting the tip of an iceberg. What you see are the words, but there is a lot behind the words that must be understood to transfer advertising from one culture to another” (as cited in Handi, 2013). A good translation version of an advertising slogan has to deal with the following requirements: First, the translation of advertising slogans should be faithful. For the sake of clarity, faithful translation means either the transference of the original advertising slogan into the target advertisement or a literal translation of the source slogan into the Target language (TL) (Guidère, 2000, cited in Randa, S. C. & Marie-Thérèse, 2016). Second, the translation of advertising slogans should be the most effective to attract more customers’ attention and promote the sale of a product or a service. Hence, the advertising slogans translation had better take into consideration the techniques as follows:

**2.2.1 Non-translation**

The first technique applied in translating original advertising slogans tends to use non-translation strategy. It means that the English slogans, which usually appear under the logo and name of brand or at the end of official advertising programmes on television, newspapers, websites, etc. are kept untranslated in Vietnamese. For example, *Zoom-Zoom* (Madza), *Think different* (Apple), *Have a Coke* (Coca Cola), *Just do it* (Nike), *Hello Moto* (Motorola), and so on.

Why are these slogans untranslated into Vietnamese?

There are many reasons for translators and marketing strategists in Vietnam for not translating these slogans. First, they are global brands with a great fame and various branches in many countries in the world. To define their positions in the commercial market, the advertisers have to pay attention to creation of a global slogan. These slogans have been used for a long time or in all marketing strategies of the products, thus they should be kept unchanged when being integrated into any foreign markets. For these reasons, both brands and slogans are easy to remember and become more popular for customers if they are not translated into Vietnamese. Second, the majority of customers using these products are the young whose English knowledge is good enough to understand the slogan’s messages in English. This also provides evidence for the integration of global brands and of the English language into Vietnam nowadays. What is more, in terms of lexical and syntactic aspects, these slogans consist of simple lexical items and structures which may be understandable for a large number of people. Finally, in order to preserve the messages conveyed in the brand’s slogans without any changes in forms and styles, it should not be translated into Vietnamese.

**2.2.2 Literal translation**

Literal translation technique can be used when the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context (Newmark, 1988). According to Guidère (2000, p.121, as cited in Mona, 2016), translators use literal translation when they feel that TL advertising slogan is expressive than the original one. In fact, the literal translation can lead to a faithful content of source advertising slogans since the owners of international companies who favour the use of faithful translation believe that any deviance from the original message of the source advertising slogans is incorrect and may damage the company’s image. The following examples illustrate the adequacy of literal translation of English advertising slogan into Vietnamese: Panasonic’s slogan - *Ideas for life*- is translated into Vietnamese as *Những ý tưởng cho cuộc sống*; Pepsi’s slogan (1909-1939) - *Delicious and healthful*=> Tuyệt hảo và Dinh dưỡng; Prudential’s slogan- *Always listening, always understand*=> Luôn luôn lắng nghe, luôn luôn thấu hiểu.

**2.2.3 Translation with addition, omission or explanation**

Some advertising slogans are created with rhymes or idioms, or proverbs to make the brand names of some products be easily memorized and frequently repeated by target customers. If translators use non-translation or literal translation strategies in translating these English advertising slogans including a brand name with rhyme idioms, they may lead to a loss of the original natural effect in the target language. As a result, they should add or omit some words or explain something unclear in the slogan’s message to convey the content of the original advertising slogans while keeping their rhymes in the target slogan at the same time. For example, in the CK jeans’ slogan - *Be good, be bad, be yourself*, the translator adds the concession clause’s subordinator “although/ Despite”, and omits the verb “Be” but only keeps the adjectives “good, bad” in the translated slogan which makes the slogan shorter, decisive and more impressive: *Dù tốt hay xấu, hãy là chính mình* (Despite being good or bad, be yourself). In the example of Metropolitan Life’s slogan - *Get Met, it pays*, the translator have explained the content of this slogan to persuade the customers to use the this organization’s service like: if you come to Met, it will pay everything for you (*Hãy đến với Met, bạn sẽ được chi trả toàn bộ).* If this slogan is literally translated into Vietnamese (Đến Met, nó trả), it will make no sense. In these cases, the translator should use translation techniques with addition, omission or explanation.

**2.2.4 Adaptation translation**

Sometimes, in translating advertising slogans’, other strategies like non-translation, literal translation, figurative translation or translation with addition, omission and explanation cannot be applied. Therefore, Guidere (2000) (cited in Mona, 2016) suggests the adaptation translation technique with two types of adaptation: formal and ideational adaptation. According to him, translators who use the strategy of adaptation may adapt either the form of expression or the content of the original advertising slogan to the target language and culture (TLC).

In Guidere’s opinion (2000) (cited in Mona, 2016), formal adaptation is paralleled with a slight alteration of content because form and meaning are interconnected. For instance, Miller Lite’s slogan *Tastes great, less filling* is translated into Vietnamese as *Hương vị tuyệt hảo, không no hơi*. In this example, the translator changes two adjetives in the orginal slogan into two adjectives in the target slogan *tuyệt hảo* (great) and *no hơi* (filling).

Meanwhile, ideational adaptation is defined as the modification of some details of the original advertising slogan when the translators substitute the SL words with TL ones with the nearest meaning although the TL words are not the equivalents of the SL words. The following example illustrates an ideational adaptation of an original English advertising slogan: *Refresh your mind* (Coolair chewing gum’s slogan) is translated into Vietnamese as *Sảng khoái tức thì*. In this example, the translator transformed the English noun phrase “your mind” into a Vietnamese adverb “tức thì” (immediately).

In short, translation strategy with formal and ideational adaptation may help the advertising slogans more linguistically and culturally suitable to customers than literally translated ones.

**2.2.5 Free translation**

In Minh’s study (2018), free translation is defined as a kind of meaning-based translation, where the general meaning of text is translated without the form of the original text. It is a paraphrase much longer than the original. It focuses on the content expressed in the target text but in different grammatical structures if necessary. Like idiomatic, free translation sounds like natural to the target language (Minh, 2018). In fact, free translation may be an effective method of translating advertising slogans since it is chiefly a target-text-oriented translation strategy. In addition, Guidère (2000, p.128 as cited in Mona 2016) states that free translation strategy is rewriting as the creation of a total new message in the TL. In other words, translators create a new TL advertising slogan which they judge as linguistically and culturally more appropriate to the customers than literally translated advertising slogans. For example, *Inspire the next* (Hitachi’s slogan) is translated into Vietnamese as *Tạo nguồn cảm hứng cho thế hệ tiếp nối* (We should bring the inspiration to the next generation); *Look, Ma, no cavities*! (Crest Toothpaste’s slogan)=> *Mẹ ơi nhìn kìa, không sâu răng* (i.e. Mom, have a look, I don’t have my decayed teeth). These translated slogans become easy to understand in a free translation method.

1. **Methodology**

We have colleted 250 advertising slogans (see in the Appendix) from available resources such as websites on the Internet, newspapers, magazines, TV advertisement programmes, etc., among which 155 slogans have been translated into Vietnamese, and 95 have been kept unchanged in Vietnam’s market. Here are some weblinks to collect the slogans ([2], [3], [4], [5]:

<https://fairygodboss.com/articles/famous-slogans>;

<https://www.brandsandtags.com/101-best-slogans-list.html>;

<https://www.examples.com/business/famous-company-taglines-slogans.html>;

<https://advergize.com/advertising/40-best-advertising-slogans-modern-brands/>, and so on.

The selected slogans belong to many fields in the commercial industry including: food and beverage, fashion, transporation, cosmetics, electronics devices, services, government organizations, and others. Concerning the method of data analysis, we use both qualitative and quantitative approaches to analyze by hand the translated version of slogans based on the use of five translation strategies we have mentioned in the previous section: 1/ non-translation; 2/ literal translation; 3/ translation with addition, omission or explanation; 4/ adaptation translation; and 5/ free translation. This study focuses on the qualitative analyses in revealing how advertisting slogans are translated from English into Vietnamese based on these translation strategies and cultural and linguistic features as well, thus the qualitative approach is completely appropriate. Furthermore, the analysis of 250 slogans is required the quantitative approach to provide the statistics of ad slogans using those translation strategies. Hence, the combination of these two approaches could offer reliable results in this article.

1. **Results and discussion**

In this section, we present the results after analyzing 250 advertising slogans which have been translated and untranslated from English into Vietnamese in the following table:

**Table 1:** Translation strategies used in 250 Engish-Vietnamese translated advertising slogans

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Advertising slogans’ translation strategies** | **Number of slogans**  **( N= 250)** | **Percentage** |
| 1. | Non- translation | 95 | 38% |
| 2. | Literal translation | 30 | 12% |
| 3. | Translation with addition, omission or explanation | 52 | 20.8% |
| 4. | Adaptation translation | 26 | 10.4 % |
| 5. | Free translation | 47 | 18.8 % |

**4.1. Non- translation**

From the results obtained in the collection of 250 English advertising slogans, we find out 95 untranslated slogans into Vietnamese such as: *Adidas is All in* (Adidas 2013)*, Belong anywhere* (Airbnb)*, Don’t live life without it* (American Express), *Advancement Through Technology* (Audi), *Designed for Driving Pleasure* (BMW), *M’m!M’m!Good!* (Campbell’s Soup), *See what we mean* (Canon), Have a Coke (Coca Cola), *The happiest place on earth* (Disneyland), *America Runs on Dunkin* (Dunkin’ Donuts), *They’re G-r-r-r-r-eat!* (Frosted Flakes), *Say It With Flowers* (FTD), *Beanz Meanz Heinz* (Heinz), *American by Birth. Rebel by Choice* (Harley Davidson), *Intel inside* (Intel), *Grace, Space, Pace* (Jaguar), *A virtual World of live pictures* (Kodak), *We’re coloring Spain* (Konica), *Zoom – Zoom* (Madza), *Hello Moto* (Motorola), etc. A large number of ad slogans (38%) which have been untranslated into Vietnamese are designed with simple words, structures that are easy to be understood. Furthermore, these slogans have brought a great cultural impression of their source language which should be kept unchanged in a target language to make the customers feel like using the real products. Hence, the non-translation strategy should be applied in these cases in order to attract more customers’ attention to the products or services.

**4.2 Literal translation**

This strategy has been used when the lexical items and grammatical structures in the SL have been replaced by their equivalents in TL. Here are some examples:

|  |  |
| --- | --- |
| **English slogans ( a brand or a company)** | **Vietnamese slogans** |
| *Just do it* (Nike) | Cứ làm thôi |
| *I love New York* ( New York State) | Tôi yêu New York |
| *Born to play* (Nitendo) | Sinh ra để chơi |
| *Ideas for life* (Panasonic) | Những ý tưởng cho cuộc sống |
| *Live in your world. Play in ours* (PlayStation) | Sống trong thế giới của bạn. Chơi trong thế giới của chúng tôi |
| *Always listening, always understand* (Prudential) | Luôn luôn lắng nghe, luôn luôn thấu hiểu |
| *Do what you can’t* (Samsung) | Hãy làm những gì bạn không thể |
| *Diamond is forever* (De Beers Consolidated 1948) | Kim cương là vĩnh cửu |
| *Real Beauty* ( Dove) | Vẻ đẹp thực sự |

With the percentage of 12% of 250 advertising slogans literally translated from English into Vietnamese, we recognize that literal translation technique is not as popular as other translation techniques like non-translation, adaptation, free translation. In addition, there is no culture-specific item or neologism in these slogans and it is not challenging to find their equivalences in Vietnamese.

* 1. **Translation with addition, omission, or explanation**

For some advertising slogans with idioms, or proverbs, the literal translation technique cannot clarify or expose the meaning and content of the orginal slogan’s message, thus they are not able to attract customers’ attention. The translators have to add more words, or omit some words, even provide some explanation to make those slogans more attractive and impressive. For example, *For life (*Volvo) => Vì cuộc sống của bạn (for your life); *Imagination at Work* (General Electric Co.) => Trí tưởng tượng trong công việc bay cao (Imagination at high flight work). In these cases, they add possessive adjective “your” and adjective phrase “high flight” in the slogans’ messages to clarify and emphasize the slogans’ content. Meawhile, in the following example, *What happen here, stay her*e (Las Vegas and visitors authority) => Đến đây, ở lại đây (come here, stay here), the translator omits the word “What” to create a slogan with memorable rhyme. Sometimes, we reduce two clauses or sentences to one clause /sentence in advertising slogans such as: *Be sociable, have a Pepsi* (Pepsi 1958) => Cùng Pepsi thắt chặt tình bạn; *You can do it. We can help.* (Home Depot)=> Bạn có thể làm điều đó, chúng tôi có thể giúp.

Among 250 advertising slogans investigated, we find out 52 slogans in which the translators use this translation technique with addition, omission or explanation.

* 1. **Adaptation translation**

When the meaning of both SL and TL words seems to be different but still related in some senses in advertising slogans, we use the adaptation technique to transfer the meaning of lexical items in original slogans to that of the target language one. For example, *Stay fresh* (Mentos) => Đột phát ý tưởng; *The original pure food drink* (Pepsi 1906) => Nước giải khát tinh khiết từ tự nhiên; *More happy* (Pepsi 2007) => Ngất ngây hơn (more delicious), *Define your class* (Romano) => Khẳng định đẳng cấp phái mạnh (Define your male class); At the heart of the image (Nikon) => *Rung động con tim (*Heart’s beating*)*, *Now It’s Pepsi for those who think young* (Pepsi 1961) => Pepsi nước uống tuổi trẻ (Pepsi - the young’s drink); *Come alive, you’re in the Pepsi Generation* (Pepsi 1964-1967)=> Sảng khoái với Pepsi thế hệ mới (Be pleasant with Pepsi’s new generation), *Pepsi’s now* (Pepsi 1983)=> *Khơi nguồn cùng Pepsi* (Arouse with Pepsi); *Gotta have it* (Peppsi 1991)=> Trải nghiệm cùng Peppsi (Experience with Pepsi), etc.

In these examples, the translators use the adaptation technique to clarify the meaning of the original lexical items, enhance the impressive expression in slogans, and explain a cultural factor to be understandable for target customers. Among 250 advertising slogans translated from English into Vietnamese, we explore 26 slogans (10.4%) which used adaptation translation. That is to say, adaptation translation technique is less popular than literal translation, in particular non-translation technique, since advertising slogans are often simple, easy to understand and memorize for customers.

* 1. **Free translation**

Finally, free translation technique is used in 47/250 English-Vietanmese translated advertising slogans (18.8%). Most of the slogans have preserved the message in the SL but their syntactic structures have been transferred to the TL. Here are some examples: *Nothing escapes* (Konica) => Konica – Giữ lại tất cả (Save everything). In the original slogan, the message written in an affirmative sentence, but in the target slogan, it becomes an imperative sentence. In the example “*Keeping skin amazing since 1870*” (Vaseline) => Chuyên gia chăm sóc da từ 1870 (Skin care expert since 1870), the original slogan’s message is a verbal phrase, but in the target slogan’s one, it is a noun phrase. Another example of Tiger beer’s slogan - *Uncage* => Đánh thức bản lĩnh (Awake the bavery) shows that the original slogan is translated in a free way. The infinitive verb in the original slogan has been changed to an imperative sentence. In short, the free translation technique has been used remarkably in the English-Vietnamese advertising slogans.

**Discussion**

Dealing with an English advertising slogan into Vietnamese market, we have to focus on two options of translation: 1/ non-translation of slogans or keeping the original advertising slogans; and 2/ translating them into English. Based on the 250 slogans’ analysis results, we find out that a large number of ad slogans (95/250) are kept untranslated, whose linguistic structures are easy to be understood and cultural features could provide a great impression on customers. Besides, the translation strategy with addition, omission or explanation is used in translating the second highest number of ad slogans from English into Vietnamese, which are full of culture and language insights into the translators’ skills. That is to say, the translators are required to be good at language knowledge and socio-culture understanding. In addition, the free translation strategy gets involved in the third highest number of cases (47/250 slogans), which is sometimes combined with many translation techniques to create an impressive slogan in the target language. As a result, since translating advertising slogans is not simply a process of accurate meaning transference, the transtors opt for choosing the appropriate technique to ensure the right meaning and intent that the brand wants to covey through slogans.

1. **Conclusion and Implications**

The article introduced the main features of advertising slogans, the challenges of their translation from a SL into a TL, and then the basic translation techniques used when translating 250 advertising slogans in various ways of media: Television, newspapers, magazines, particularly, Internet sources (websites). Our analysis of the 250 slogans collected demonstrates the proper application of all the translation strategies in English- Vietnamese slogan translation which create a successful brand for a large number of products, services or organizations.

The study of English-Vietnamese slogan translation with 5 translation techniques (Table 1), indicates that at first, the majority of English slogans kept untranslated in Vietnamese market because of the linguistic and cultural features. Advertising slogans are often simple, short and impressive with rhymes, which should not be translated to attract more customers’ attention to international products or services. Second, the translation technique with addition, omission, explanation is used rather commonly, and the free translation method keeps the third rank among 5 translation techniques. In fact, commercial factors have a significant impact on the translation of slogans, thus these five basic slogan translation strategies have been used to bring interesting, attractive, impressive slogans to the audience and customers

From the results achieved, we have given some suggestions to help translators solve difficulties in translating advertising slogans from English to Vietnamese in particular and translation training of professional translators at universities to contribute to improving the quality of teaching and learning.

First, for translators, it is not only necessary to have good language knowledge but also to have a deep understanding of the SL culture of the advertising slogans; making the translations easy to understand, impressive and profound for customers is also essential. Second, translating ad slogans requires the experienced translators to master the linguistic and cultural factors that reflect the main contents of the slogans to transfer the brand’s spirit to attract more audience’s attention. For the training of students specializing in translation and interpretation, it is necessary for learners to practice the translating of advertisement slogans in the business or trade domain, so that students can easily approach the job market in their real life.

The research is limited due to the small number of 250 advertising slogans; therefore, in the future, the study will be developed in a larger number and scale, and not only focus on translating the adveristing slogans but also advertising brochures or programmes.

**REFERENCES**

|  |
| --- |
| Christelle, K. (2012). The translation of advertisments: Issues of semantics, symbolisms and persuasion. Witwartersand : University of Witwartersand.  Hamlin, K. (2014). The importance of ad slogans. Retrieved from smallbusiness.chron.com/importance-ad-slogans-31343.html.  Handi, V. (2013). Strategies used in translation of advertisement slogans from English to Persian. *International Research Journal of Applied and Basic Sciences*. Available online at www.irjabs.com ISSN 2251-838X / Vol, 6 (3): 294-300  Lavinia, D. (2015). Techniques for the translation of advertising slogans. *Discourse as a form of the multiculturalism in literature and communication section: communication and public relations*. Arhipelag XXI Press, Tîrgu Mureș, 2015, ISBN: 978-606-8624-21-1  Leech, G. (1972). *English in advertising: a linguistic study of advertising in Great Britain. English language series.* London: Longman.  Luu, T.L. (2016). An investigation into the translation of advertisement slogans from English to Vietnamese. Hanoi: Hanoi Open University.  Minh, Đ, T. N (2018). A study on translating English advertisng slogans into Vietnamese. Graduation research paper. Hue University of Foreign Languages.  Mona, F. E. (2016). The Literal Translation of English Advertising slogans into Arabic and the Loss of Originally Intended Effects  Nemickience, Z. (2013). Slogan linguistic in life cycle revival of trademarks. *Advanced research in scientific areas*, *2*(1).  Newmark, P. (1988). *Approaches to translation*. New York and London: Prentice-Hall International.  Nguyen, T.H. (2009). An analysis on cultural elements in translation of English slogans into Vietnamese. Hai Phong: Hai Phong University.  Randa, S. C. & Marie-Thérèse S. (2016). Influential Translation of Advertisements from English to Arabic for Arab Women Consumers. *The European Proceedings of Social, and Behavioural Sciences*, EpSBS, eISSN 2357-1330.  Trieu, H.T. (2015). Strategies for English advertising sloans into Vietnamese: An analytical Approach. Tra Vinh: Tra Vinh University.  Weblinks:  [1] <http://ratnajuwitasafitri.blogspot.com/2016/10/the-following-is-some-sense-of.html>  [2] <https://fairygodboss.com/articles/famous-slogans>  [3] <https://www.brandsandtags.com/101-best-slogans-list.html>  [4] <https://www.examples.com/business/famous-company-taglines-slogans.html>  [5] <https://advergize.com/advertising/40-best-advertising-slogans-modern-brands/> |

**CHIẾN LƯỢC DỊCH QUẢNG CÁO TỪ TIẾNG ANH SANG TIẾNG VIỆT**

**Phan Thị Thanh Thảo**

Khoa tiếng Anh, Đại học Ngoại ngữ, Đại học Huế

**Tóm tắt**

Quảng cáo được coi là một phần thiết yếu của truyền thông, có ảnh hưởng đáng kể đến cảm nhận và thái độ mua hàng của khách hàng. Do số lượng quảng cáo tiếng Anh của nhiều công ty thương mại ở Việt Nam ngày càng tăng, việc dịch thuật quảng cáo đòi hỏi nhiều kỹ thuật dịch chuyên nghiệp và kiến ​​thức sâu về văn hóa, xã hội và ngôn ngữ. Bài báo này trình bày các tính năng ngôn ngữ của quảng cáo và chiến lược dịch thuật từ tiếng Anh sang tiếng Việt. Phương pháp định tính và định lượng được áp dụng trong nghiên cứu này nhằm phân tích 250 quảng cáo bằng tiếng Anh được các nhà nghiên cứu dịch sang tiếng Việt từ các nguồn Internet. Ngoài ra, bài báo này còn giới thiệu các tính năng ngôn ngữ của quảng cáo và các khó khăn khi dịch chúng. Từ kết quả thu được, chúng tôi đề xuất một số kỹ thuật dịch quảng cáo Anh - Việt để giải quyết những thách thức trong việc dịch quảng cáo tiếng Anh nói riêng và cải thiện ngành dịch thuật nói chung.

**Từ khóa:** quảng cáo, Anh-Việt, kỹ thuật dịch

**APPENDIX: Brands- Slogans and the English-Vietnamese translation**

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Brand | Slogan in English | Slogans translated into Vietnamese |
| 1 | ABC’s Wide World of Sports | The thrill of victory and the agony of defeat |  |
| 2 | Adidas | Impossible is nothing | Không gì là không thể |
| 3 | Adidas (2013) | Adidas is All in |  |
| 4 | ASDSlogans Unlimited | Check. Create. Inspire | Kiểm tra. Sáng tạo. Lôi cuốn |
| 5 | Airbnb | Belong anywhere. | Bất cứ nơi đâu |
| 6 | Ajax | Stronger than dirt. |  |
| 7 | Alka Seltzer | I can’t believe I ate the whole thing |  |
| 8 | Allstate | You’re in good hands. | Bạn đang chọn đúng người phục vụ |
| 9 | Amazon (1975) | The Earth’s biggest book store | Hiệu sách lớn nhất Trái đất |
| 10 | Amazon | You’re done | Bạn đã được thực hiện |
| 11 | American dairy | Got milk? | Uống sữa nhé! |
| 12 | American Express | Don’t live life without it. |  |
| 13 | Apple | Think different. | Nghĩ khác đi |
| 14 | Aston Martin | Power, beauty and soul. | Sức mạnh, khỏe đẹp và linh hồn |
| 15 | AT &T | Reach out and touch someone. |  |
| 16 | Avis | We try harder | Chúng tôi sẽ cố gắng hơn nữa |
| 17 | 1. Audi | 1. Advancement Through Technology |  |
| 18 | 1. Beef Council | 1. Beef. It’s what’s for dinner. |  |
| 19 | Blogger | Push button publishing. |  |
| 20 | 1. BMW | 1. Designed for Driving Pleasure |  |
| 21 | 1. BMW | The ultimate driving machine | Xe tối tân |
| 22 | 1. Boeing | Forever new frontier | Biên giới mới mãi mãi |
| 23 | Bounty | The Quicker Picker Upper | Bộ chọn nhanh hơn phía trên |
| 24 | Brylcreem | A little dab’ll do ya. | Một chút sẽ làm được. |
| 25 | Budweiser (1800) | The king of beers. | Vua của các loại bia. |
| 26 | Budweiser beer | This Bud’s for you | Loại bia Budweiser này dành riêng cho bạn |
| 27 | Burger King | Have it your way. | Thưởng thức theo cách của bạn |
| 28 | Burger King | Sometimes you’ve gotta break the rules | Thỉnh thoảng cũng nên phá lệ một chút |
| 29 | California Milk Processor Board | Got Milk? | Uống sữa nhé! |
| 30 | Calvin Klein | Between love and madness lies obsession. |  |
| 31 | Calvin Klein | Nothing comes between me and my Calvin’s | Không có gì giữa tôi và những gì của Calvin |
| 32 | Campbell’s Soup | M’m!M’m!Good! |  |
| 33 | Canon | See what we mean |  |
| 34 | Canon | Nothing comes between me and my Calvin’s |  |
| 35 | Canon | Know how | Biết như thế nào |
| 36 | Capital One | What’s in your wallet? |  |
| 37 | Champale Malt Liquor | Champale Makes You Feel Special, Every Day | Champale khiến bạn cảm thấy đặc biệt mỗi ngày |
| 38 | Charmin Toilet Paper | Please Don’t Squeeze the Charmin | Đừng đánh mất sự quyến rũ |
| 39 | Chevrolet | See the USA in your Chevrolet |  |
| 40 | Chevrolet | The Heartbeat of America | Nhịp tim của nước Mỹ |
| 41 | Chevrolet | Eye it. Try it. Buy it. | Nhìn. Thử. Mua |
| 42 | Cingular | Raising the bar | Cao và cao hơn nữa |
| 43 | Citibank | The Citi never sleeps | Thành phố không bao giờ ngủ |
| 44 | CK Jeans | Be good, be bad, be yourself | Dù tốt hay xấu, hãy là chính mình |
| 45 | Clairol | Does she or doesn’t she? |  |
| 46 | Coca Cola (1922) | Thirst knows no season | Mùa nào cũng khát |
| 47 | Coca Cola (1929) | The pause that refreshes | Khoảng ngưng cho sự thư giãn |
| 48 | Coca Cola | [Open Happiness](https://www.advergize.com/advertising/coca-cola-recharging-happiness/) | Hãy lan tỏa |
| 49 | Coca Cola | Enjoy | Hãy thưởng thức |
| 50 | Coca Cola | Twist the cap to refreshment. |  |
| 51 | Coca Cola | You can’t beat the real thing. |  |
| 52 | Coca Cola | Have a Coke |  |
| 53 | Coca Cola (1969) | It’s the real thing. | Hàng chính hiệu |
| 54 | Colgate | Bright smile. Bright future | Nụ cười rạng rỡ. Tương lai tươi sáng |
| 55 | Colt 45 Malt Liquour | It Works Every Time |  |
| 56 | Compass | Let us guide you home. |  |
| 57 | Coolair chewing gum | Refresh your mind | Sảng khoái tức thì |
| 58 | Crest Toothpaste | Look, Ma, no cavities! | Mẹ ơi nhìn kìa, không sâu răng |
| 59 | De Beers consolidated | A Diamond Is Forever | Kim cương là vĩnh cửu. |
| 60 | Disneyland | The happiest place on earth. |  |
| 61 | Dollar Shave Club | “Shave Time. Shave Money.” |  |
| 62 | Dove | Real beauty | Vẻ đẹp thực sự |
| 63 | Dr.Pepper | What’s the worst that could happen? |  |
| 64 | Dunkin’ Donuts | America Runs on Dunkin |  |
| 65 | Dutch Lady | Get ready for life | Sẵn sàng một sức sống |
| 66 | DuPont | The miracles of science. | Những điều kì diệu của khoa học |
| 67 | EA | Challenge everything. | Thách thức mọi thứ |
| 68 | E.F. Hutton | When E.F. Hutton talks, people listen |  |
| 69 | Energizer Batteries | It keeps going… and going… and going. | Tiếp tục đi đi và đi |
| 70 | eBay | The World’s online market | Thị trường trực tuyến thế giới |
| 71 | FedEx | When there is no tomorrow. |  |
| 72 | FedEx | When it absolutely, positively has to be there overnight | Tới nơi an toàn, đúng hẹn |
| 73 | Forbes Magazine | Capitalist Tool |  |
| 74 | Fortune | For the men in charge of change. |  |
| 75 | Frosted Flakes | They’re G-r-r-r-r-eat! |  |
| 76 | FTD | Say It With Flowers |  |
| 77 | Future Shop | See what the future has in store |  |
| 78 | Gatorade | Is it in you? |  |
| 79 | Geico | So Easy a Caveman Can Do It |  |
| 80 | General Electric Co. | Imagination at Work | Trí tưởng tượng trong công việc bay cao |
| 81 | General Electric Co. | We bring good things to life | Chúng tôi đem đến những điều tốt đẹp cho cuộc sống |
| 82 | Geo | Get to know Geo | Biêt thêm về Geo |
| 83 | Gillette | The best a man can get | Người đàn ông tuyệt vời nhất có thể đạt được |
| 84 | Google | Don’t be evil. |  |
| 85 | Greyhound | Leave the driving to us |  |
| 86 | Grey Poupon | Pardon me, do you have any Grey Poupon? |  |
| 87 | Haig Scotch Whiskey | Don’t be vague. Ask for Haig. |  |
| 88 | Heinz | Beanz Meanz Heinz |  |
| 89 | Hallmark | When you care enough to send the very best. | Khi bạn thực sự quan tâm gửi đi những điều tốt đẹp nhất |
| 90 | Heineken | It could be only Heneiken | Chỉ có thể là Heneiken |
| 91 | Harley Davidson | American by Birth. Rebel by Choice. |  |
| 92 | Harley Davidson | Live to ride, ride to live | Sống để rong đuổi, rong đuổi để sống |
| 93 | Hertz | Let Hertz Put You In the Driver’s Seat |  |
| 94 | Hitachi | Inspire the next | Tạo nguồn cảm hứng cho thế hệ tiếp nối |
| 95 | Holiday Inn | Pleasing people the world over. |  |
| 96 | Home Depot | You can do it. We can help you | Bạn có thể là điều đó, và chúng tôi có thể giúp. |
| 97 | Honda | Powers of dreams | Sức mạnh của những giấc mơ |
| 98 | Hongkong Airline | Fresh + very Hongkong | Tươi trẻ và đậm chất Hongkong |
| 99 | HSBC | The world’s local bank | Ngân hàng toàn cầu am hiểu địa phương |
| 100 | [IBM](https://www.advergize.com/science-technology/120-list-of-slogans-from-information-technology-companies/) | [Solutions for a smart planet](https://www.advergize.com/science-technology/120-list-of-slogans-from-information-technology-companies/). | Giải pháp cho một hành tinh thông minh |
| 101 | IMAX | Think big. |  |
| 102 | Intel | Intel inside |  |
| 103 | Ivory Soap | 99 and 44/100% pure |  |
| 104 | Jaguar | Grace, Space , Pace. |  |
| 105 | Jaguar | Own a Jaguar at a price of a car. |  |
| 106 | Jaguar | Don’t dream it. Drive it | Đừng mơ ước. Cứ lái đi. |
| 107 | John Deere – | Nothing runs like a Deere |  |
| 108 | Johnson’s baby shampoo | No more tears | Không gây cay mắt |
| 109 | Kay Jewelers | Every kiss begins with Kay |  |
| 110 | KFC (Kentucky Fried Chicken) | Finger lickin’ good. | Vị ngon trên từng ngón tay. |
| 111 | Kellog’s Rice Krispies | Sanp! Crackle! Pop! |  |
| 112 | Kelloggs Frosties | They’re GR-R-R-reat! | Ngon tuyệt |
| 113 | Kit Kat | Have a break, have a Kitkat | Nghỉ xả hơi, xơi Kitkat |
| 114 | Kodak 1892 | You press the button. We do the rest | Bạn chỉ cần nhấn nút. Chúng tôi sẽ làm phần còn lại |
| 115 | Kodak | Share moments. Share life. | Chia sẻ khoảnh khắc. Chia sẻ cuộc sống |
| 116 | Kodak | A virtual World of live pictures |  |
| 117 | Konica | Nothing escape | Konica- giữ lại tất cả |
| 118 | Konica | We’re coloring Spain |  |
| 119 | Las Vegas and visitors authority | What happen here, stay here | Đến đây, ở lại đây |
| 120 | Lexus | The relentless pursuit of perfection | Không ngừng theo đuổi sự hoàn hảo |
| 121 | Levis | Quality never goes out of style. | Chất lượng không bao giờ lỗi thời. |
| 122 | LG | Life’s good | Cuộc sống tươi đẹp |
| 123 | Levy’s Rye Bread | You don’t have to be Jewish to love Levy’s Rye Bread |  |
| 124 | L’Oréal Paris | Because You’re Worth It. | Bởi vì bạn xứng đáng |
| 125 | Lay’s Potato Chips | Betcha Can’t Eat Just One |  |
| 126 | M&Ms – | Melts in your mouth, not in your hands. | Chỉ tan trong miệng, không tan trong tay |
| 127 | 1. MasterCard: | 1. There are some things money can’t buy. For everything else, there’s MasterCard. |  |
| 128 | Marks & Spencer | The customer is always and completely right! | Khách hàng luôn luôn và hoàn toàn đúng. |
| 129 | Marriott Bonvoy | Rewards reimagined. |  |
| 130 | Marathon Petroleum | Fueling the American Spirit |  |
| 131 | Maxwell House coffee (1907) | Good to the last drop | Thơm ngon đến giọt cuối cùng |
| 132 | Mazda | Zoom - Zoom. |  |
| 133 | Maybelline | Maybe she’s born with it. Maybe it’s Maybelline. | Có thể cô ấy đẹp tự nhiên. Có thể là nhờ Maybeline. |
| 134 | McDonalds | I’m loving it. | Tôi say mê nó |
| 135 | McDonalds | You Deserve a Break Today |  |
| 136 | Mentos | Stay fresh | Đột phá ý tưởng |
| 137 | Mercedes- Benz | Engineered like no other car in the world | Động cơ không có bất cứ xe nào khác trên thế giới |
| 138 | Meow Mix | Tastes So Good, Cats Ask for It By Name |  |
| 139 | Metropolitan Life | Get Met, it pays | Hãy đến với Met, bạn sẽ được chi trả toàn bộ |
| 140 | Miller Lite | Tastes great, less filling | Hương vị tuyệt hảo, không no hơi |
| 141 | Morton Salt Company | When it rains, it pours! | Kể cả khi trời mưa như trút |
| 142 | Motel 6 | We’ll leave a light on for you |  |
| 143 | Motorola | Hello Moto. |  |
| 144 | National Milk Producers Board | Got Milk? | Uống sữa không? |
| 145 | New York State | I love New York | Tôi yêu New York |
| 146 | Nike | Just do it. | Cứ làm thôi. |
| 147 | Nike | 1. There Is No Finish Line | Không có con đường nào kết thúc |
| 148 | Nikon | At the heart of the image. | Rung động con tim |
| 149 | Nitendo | Born to play | Sinh ra để chơi |
| 150 | Nokia | Connecting people. | Kết nối mọi người |
| 151 | Old Spice | The original. If your grandfather hadn’t worn it, you wouldn’t exist. |  |
| 152 | Olympus | Your vision. Our future. | Tầm nhìn của bạn, tương lai của chúng ta. |
| 153 | Packard | Ask the Man Who Owns One |  |
| 154 | Panasonic | Ideas for life. | Những ý tưởng cho cuộc sống |
| 155 | Partnership for a Drug-Free America | This is your brain on drugs |  |
| 156 | Pepsi (1906) | The original pure food drink | Nước giải khát tinh khiết từ tự nhiên |
| 157 | Pepsi (1909-1939) | Delicious and healthful | Tuyệt hảo và dinh dưỡng |
| 158 | Pepsi (1939) | Twice as Much for a Nickel | Cùng giá nhưng tuyệt hơn 2 lần |
| 159 | Pepsi (1950) | More bounce to the ounce | Uống nhiều hơn,giá không đổi |
| 160 | Pepsi (1958) | Be sociable , have a Pepsi | Cùng Pepsi thắt chặt tình bạn |
| 161 | Pepsi (1961) | Now It’s Pepsi for those who think young | Pepsi nước uống của tuổi trẻ |
| 162 | Pepsi (1964-1967) | Come alive, you’re in the Pepsi Generation | Sảng khoái với Pepsi thế hệ mới |
| 163 | Pepsi (1967) | (Taste that beats the other cold) Pepsi pours it on | Pepsi-Hương vị mát lạnh đánh bật tất cả |
| 164 | Pepsi (1969) | You’ve got a lot to live, Pepsi’s got a lot to live | Bạn trải nghiệm cuộc sống để hưởng thụ, Pepsi sáng tạo để tận hưởng |
| 165 | Pepsi (1973) | Join the Pepsi people | Gia nhập thế hệ Pepsi |
| 166 | Pepsi (1975) | Have a Pepsi day | Tận hưởng một ngày cùng Pepsi |
| 167 | Pepsi (1979) | Catch that Pepsi spirit | Cảm nhận tinh thần Pepsi |
| 168 | Pepsi (1981) | Pepsi’s got your taste for life | Pepsi- hương vị tuyệt vời cho cuộc sống của bạn |
| 169 | Pepsi (1983) | Pepsi’s now | Khởi nguồn cùng Pepsi |
| 170 | Pepsi (1984) | The choice of a new generation | Sự lựa chọn của thế hệ mới |
| 171 | Pepsi (1991) | Gotta have it | Trải nghiệm cùng Peppsi |
| 172 | Pepsi (1995) | Nothing else is a Pepsi | Không gì ngoài Pepsi |
| 173 | Pepsi (1996) | Generation Peppsi | Thế hệ mới |
| 174 | Pepsi (1999) | Ask more | Khát khao hơn |
| 175 | Pepsi (2003) | It’s the Cola | Hương vị Cola chính hiệu |
| 176 | Pepsi (2007) | More happy | Ngất ngây hơn |
| 177 | Perdue | It takes a tough man to make a tender chicken |  |
| 178 | Phillips | Let’s make things better | Hãy làm cho mọi thứ trở nên tốt đẹp hơn |
| 179 | PlayStation | Live in your world. Play in ours. | Sống trong thế giới của bạn. Chơi trong thế giới của chúng tôi. |
| 180 | Pitney Bowes | We Power Transactions That Drive Commerce |  |
| 181 | Porsche | There is no substitute. | Không có sự thay thế |
| 182 | Prudential | Always listening, always understand | Luôn luôn lắng nghe, luôn luôn thấu hiểu |
| 183 | Red Cross | The greatest tragedy is indifference. | Bi kịch lớn nhất là sự thờ ơ. |
| 184 | Red Bull | Red Bull Gives You Wings. |  |
| 185 | Red Lobster | Seafood Differently. |  |
| 186 | Reebok | I am what I am. | Tôi là tôi. |
| 187 | Rice Krispies | Snap! Crackle! Pop! |  |
| 188 | Rolaids | How do you spell relief? R-O-L-A-I-D-S |  |
| 189 | Romano | Define your class | Khẳng định đẳng cấp phái mạnh |
| 190 | Ronseal | It Does Exactly What It Says on the Tin.” |  |
| 191 | Rothy’s | Reduce your carbon footprint in style. |  |
| 192 | Samsung | Do what you can’t. | Hãy làm những gì bạn không thể |
| 193 | Samsung | Imagine | Hãy tưởng tượng |
| 194 | Skittles | Taste the Rainbow |  |
| 195 | Smith Barney | We make money the old-fashioned way. We earn it. |  |
| 196 | Smucker’s | Smucker’s – With a name like Smucker’s, it has to be good |  |
| 197 | Solex | It’s Style. | Đó là Phong cách. |
| 198 | Sony | Make Believe | Hãy làm cho mọi người tin |
| 199 | Sony | Like no others | Riêng một bản sắc |
| 200 | Sprite | Obey your thirst | Đập tan cơn khát |
| 201 | Staples | That was easy. | Thật dễ dàng |
| 202 | [Starbucks slogan](https://www.advergize.com/marketing/25-starbucks-slogans-today-years/). | Coffee that inspires. | Cà phê truyền cảm hứng. |
| 203 | State Farm | Like a Good Neighbor, State Farm is There |  |
| 204 | Subway | Eat Fresh | Ăn tươi |
| 205 | Sunsilk | Life can’t wait | Sống là không chờ đợi |
| 206 | Superdream | Normal sleeps, super dreams. | Ngủ bình thường, mơ cao siêu. |
| 207 | Taco Bell | Think outside the bun. | Think outside the bun. |
| 208 | Tag Heuer | Success. It’s a Mind Game. | Thành công. Một trò chơi trí tuệ |
| 209 | Tag Heuer | Don’t crack under pressure. |  |
| 210 | Tesco | Every Little Helps | Mọi sự giúp đỡ nhỏ |
| 211 | Texaco | Texaco – You can trust your car to the man who wears the star |  |
| 212 | The Independent | It is. Are you? | Có phải bạn đó không? |
| 213 | The Mosaic Company | We Help the World Grow the Food It Needs |  |
| 214 | The New York Times | All the News That’s Fit to Print |  |
| 215 | The US army | Be all you can be | Hãy là tất cả những gì bạn muốn |
| 216 | The U.S. Marine Corps | “Semper Fi” (always loyal) |  |
| 217 | The U.S. Marine Corps | The Few. The Proud. The Marines |  |
| 218 | The United States Postal Service | We deliver you | Chúng tôi chuyên trách việc giao hàng |
| 219 | Tiger | Uncage | Đánh thức bản lĩnh |
| 220 | Tiger | Asian Male spirit | Tiger beer- bản lĩnh đàn ông |
| 221 | Timex | Takes a licking and keeps on ticking | Cứ đều đặn tích tắc đúng giờ |
| 222 | Toshiba | Leading Innovations |  |
| 223 | Toyota | Let’s go places. | Hãy đi nhiều nơi. |
| 224 | Trix Cereal | Trix Are For Kids | Trix dành cho trẻ em |
| 225 | Triumph | Fashion and so much more | Thời trang và hơn thế nữa |
| 226 | Typhoo | You only get an ‘OO’ with Typhoo. | Bạn chỉ nhận được 2 chữ ‘O’ với Typhoo. |
| 227 | Vaseline | Keeping skin amazing | Giữ một làn da đáng kinh ngạc |
| 228 | Vauxhall Motors | Once driven, forever smitten | Một khi từng lái, mãi mãi không quên |
| 229 | Verizon | Can You Hear Me Now? Good. |  |
| 230 | Victoria Sectret | What is sexy? |  |
| 231 | Visa | It’s everywhere you want to be. | Bất cứ nơi nào bạn đến |
| 232 | Vodafone | Make the most of now. | Tận dụng tối đa ngay bây giờ |
| 233 | Volkswagen | Think Small. | Think Small. |
| 234 | Volvo | For life | Vì cuộc sống của bạn |
| 235 | Uber | Move the way you want. |  |
| 236 | Uber | Everyone’s Private driver | Tài xế riêng của mỗi người |
| 237 | United Airlines | Fly the Friendly Skies | Bay trên những bầu trời than thiện |
| 238 | United Negro College Fund | A mind is a terrible thing to waste |  |
| 239 | UPS | What Can Brown Do For You? |  |
| 240 | U.S. Army | Be all that you can be |  |
| 241 | U.S. Forest Service/Smokey the Bear | Only you can prevent forest fires | Chỉ có bạn mới có thể ngăn chặn cháy rừng |
| 242 | US department of transportation | Friend don’t let friend drink and drive | Bạn tốt không để bạn mình say và phải cầm lái |
| 243 | U.S. Postal Service | We deliver |  |
| 244 | Walmart | Save Money. Live Better. | Tiết kiệm tiền. Sống tốt hơn |
| 245 | Wendy’s | Where’s the beef? | Where’s the beef? |
| 246 | Wheaties | Breakfast of champions. | Bữa sáng của các nhà vô địch |
| 247 | WINS Radio, New York | You give us 22 minutes, we’ll give you the world | Bạn cho chúng tôi 22 phút, chúng tôi sẽ cho bạn cả thế giới |
| 248 | Winston Cigarettes | Winston Tastes Good Like A Cigarette Should |  |
| 249 | Wrigley’s Doublemint Gum | Double your pleasure, double your fun. |  |
| 250 | Yellow Pages | Let your fingers do the | Hãy dùng tay thay vì dùng chân |

`